**JOB DESCRIPTION**

**Senior Media Planner/Buyer**

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| **JOB TITLE:** | **DEPARTMENT:** |
| **Senior Media Planner/Buyer**  | **Creative Delivery Team** |
| **RESPONSIBLE TO:**  | **RESPONSIBLE FOR:** |
| **Director of Operations** | **n/a** |
| **ROLE OVERVIEW** |
| The Senior Media Planner/Buyer role involves:* Development of comprehensive media strategies and plans based on client objectives, target audience insights and market trends across a variety of client sectors and budget levels
* Analysis of media consumption patterns to identify the effective media channels
* Negotiation and purchase of advertising space across a variety of media channels including (but not limited to) broadcast, print, OOH, mail and online
* Maintaining and growing the agency’s media network
* Ensuring that the wider team is aware of new and emerging media opportunities in order that we can consistently deliver innovative media solutions for clients
* Preparation and presentation of media strategies and campaign reports
* Input and involvement in media-related new business opportunities
* Maintenance of in-depth knowledge of current media trends, consumer behaviour and industry developments
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| **QUALIFICATIONS AND EXPERIENCE** |
| **Essential*** Media related qualification or relevant apprenticeship
* 4+ years’ experience in a similar role ideally in an agency environment (guide only)

**Desirable*** IPA Digital Performance Essentials Certificate (or equivalent)
* IPA Commercial Essentials Certificate (or equivalent)
* IPA Touchpoints Essentials Certificate (or equivalent)
* IPA Effectiveness Essentials Certificate (or equivalent)
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| **REQUIRED SKILLS**  |
| The role requires the following skills at **intermediate/advanced level:*** Strong understanding of media metrics and analytics tools
* Proficiency in media planning software and digital advertising platforms
* The ability to interpret data and market research to inform media strategies
* An understanding of how to achieve marketing objectives through media planning
* The ability to develop comprehensive media plans aligned with client goals
* Creative thinking to develop innovative media solutions
* Media buying and rate negotiation across broadcast, print, OOH, mail and online
* Client and media owner liaison and relationship building
* Confidence in client and new business presentations
* Collaborative working with wider team for successful campaign delivery
* Robust campaign reporting
* Deadline management
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| **PERSONAL ATTRIBUTES** |
| The Senior Media Planner/Buyer role requires:* a genuine passion for all things media across both digital and traditional channels
* a strategic mindset with a data-driven approach to planning and reporting
* an understanding of digital advertising including PPC and social media
* superb time management and attention to detail
* an organised approach to work, with effective communication and negotiation skills
* the ability to work under pressure and manage multiple priorities at once
* an ongoing willingness to learn and evolve
* resilience, emotional intelligence and a can-do attitude
* the ability to own and grow client accounts, with proven relationship building qualities
* a solution-focused approach to work
* line management experience
* ambition, with advanced performance-driven qualities
* an established and comprehensive media network, with an ongoing commitment to nurture and grow
* a commercially astute mindset
* a flexible, creative and positive approach to work
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